
Navigating your way to Re-employment



Penn State University

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What happens to those in transition?

- Initially, people are in shock.
- After that, they fall into one of three categories.
 1. *Those who maintain an open mind and are willing to see a wide array of future employment possibilities:*
 - Become independent entrepreneurs.
 - Open a business.
 - Do something they always wanted to do but never had the chance to.
 - Welcome great options but face high risk often requiring significant start-up expenses.

What happens to those in transition?

2. *Those who say that in the past they were successful on the job and thus their future will continue being successful—provided an opportunity arises:*

- ❑ Are not willing to consider much deviation from their past positions.
- ❑ Consider themselves competitive, ...after all they have gotten jobs in the past
- ❑ Are not familiar with technology advancements in recruiting.
- ❑ Do not have a wide network to lean on.

What happens to those in transition?

3. *Those who wish to continue in their past professions but are open to making changes by learning new skills and adjusting to the updated requirements of today's marketplace:*

- Willingly learn new job search techniques.
 - Learn About Applicant Tracking System.
 - Embrace social media such as LinkedIn.
 - Learn to engage and work with recruiters.
 - Post resumes on job-boards.
 - Expand their network & networking skills.
 - Practice mock-interviewing.
- Those are the people who will most likely be able to **shorten their periods in transition.**

Effectiveness of Job Search Interventions

S Liu,¹ JL Huang,² M Wang³***

- The odds of obtaining employment are **267% higher** for job seekers participating in job search intervention programs.
- Such programs work only when both **skill development** *and* **motivation enhancement** are being undertaken.
- Avail yourself to local networking groups and services
 - Great Careers Group
 - Joseph's People
 - *CareerLink*
 - Chester County Workforce Development

*** The effectiveness of job search interventions

There are two steps to getting a job

- Step # 1 Be invited for an interview
- Step # 2 Outshine your interview competition

Step # 1 Be invited for an interview

- ❑ Prepare your marketing collateral
 - Outstanding LinkedIn profile
 - ❑ There is an abundance of information available on this topic
 - ❑ <http://lifehacker.com/build-your-linkedin-profile-from-start-to-finish-with-t-1751936305>
 - ❑ <http://www.forbes.com/sites/laurashin/2014/10/20/how-to-create-the-ideal-linkedin-profile/#2160b40e259e>
 - ❑ Consider having it done professionally
 - Outstanding resume
 - ❑ Consider having it done professionally

Step # 1 Be invited for an interview

- Prepare your marketing collateral.
 - Craft an intriguing and memorable elevator pitch.
 - Learn to be effective at networking.
 - Continuously generate referrals and leads.
 - Work hard to identify the hidden job market

Step # 2 Outshine your interview competition

- ❑ Practice mock-interviewing.
 - Do it with another person – don't do it on your own.
 - Video tape yourself and learn from the critique.
- ❑ Be clear and concise on what you are selling.
 - Create 15 SARBs
 - Situation - Action – Result – Benefits
 - Ascertain that you highlight your accomplishments and who benefited from your actions.

Step # 2 Outshine your interview competition

- ❑ Be so well prepared that you can devote 50% on your body language and 50% on answers
 - When interviewing you are an actor on stage. Learn your script as well as body movements
- ❑ Become an expert on their company
 - Knowing about them promotes cultural fit
 - Must know details. Lots of details because only then you seem like “one of us”

Step # 2 Outline your interview competition

- ❑ Prepare three questions for the end.
- ❑ Ask only strategic questions.
- ❑ Ask about your candidacy, traits that they value and challenges you will be facing initially.

Step # 2 Outshine your interview competition

- ❑ You must send a Thank You letter ASAP.
- ❑ Your Thank You letter should focus on their answer from your probing questions.
- ❑ Print it on resume-paper with matching envelope.
- ❑ Send it FedEx or special delivery to the hiring manager.
- ❑ Email same, a day or two later including the interview team. Edit as appropriate.

Are you ready for re-entering the job market?

A self-assessment tool can be downloaded by way of my Dropbox via this link:

<http://tinyurl.com/z26rcaa>

Questions & Answers

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